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Application No.: 09/874,853

Inventor(s):

Larry James Hughes

Filed:

June 5, 2001

Docket No.:

8552

Confirmation No.: 5078

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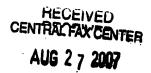
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1) Amendment After Non-Final Office Action Under 37 CFR 1.111 (5 Pages)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.

09/874,853

Inventor(s)

Larry James Hughes

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June 5, 2001

Art Unit

3622

Examiner

John W. Van Bramer

Docket No.

8552

Confirmation No.

5078

Customer No.

27752

Title

In-Channel Marketing and Product Testing System

AMENDMENT AFTER NON-FINAL OFFICE ACTION UNDER 37 CFR §1.111

Mail Stop Amendment Commissioner for Patents P. O. Box 1450 Alexandria, VA 22313-1450

INTRODUCTORY REMARKS

In response to the Office Action of July 17, 2007, please amend the aboveidentified application as follows and consider the following remarks and reconsider the application. Please amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 5 of this paper.